

Resilient and sustainable nutrition networks: Celebrate Your Plate and Ohio SNAP-Ed’s nutrition education and outreach for low-income Ohioans

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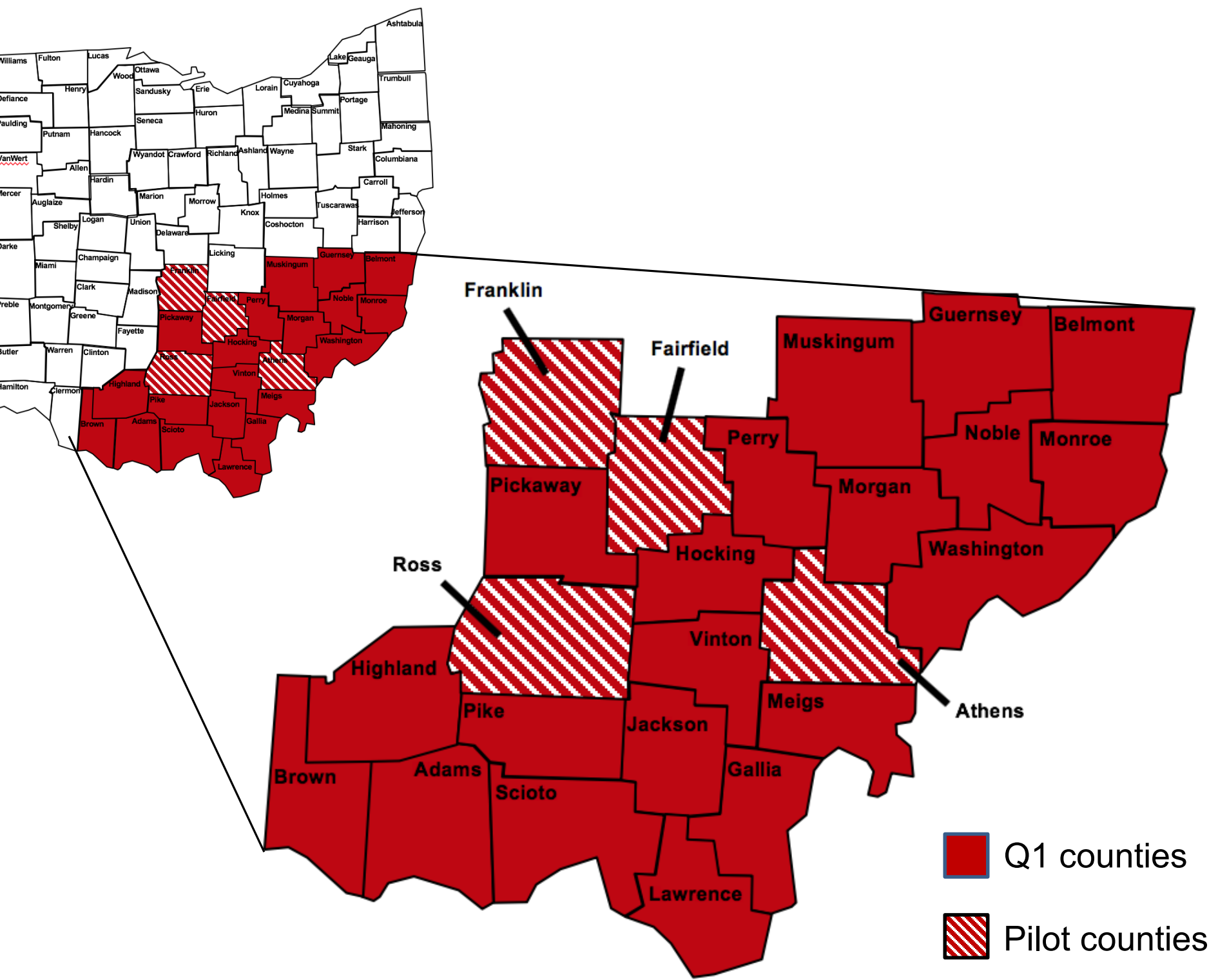
INTRODUCTION

Celebrate Your Plate (CYP) is a social marketing campaign supported by members of the State Nutrition Action Committee (SNAC) and coordinated by Ohio SNAP-Ed (Supplemental Nutrition Assistance Program – Education). Social marketing is a widely accepted as a valid method of creating nutrition-based behavioral change. Many programs in the United States have been successful in achieving positive behavioral change. The goal of CYP is to promote fruit and vegetable (F&V) consumption among low-income, SNAP-eligible Ohioans (those at or below 185% of the Federal Poverty Level).

Before the campaign launch, formative research (including an extensive pilot of paid media) was conducted in 2017. Based on the information obtained in this research, the CYP campaign was launched in the southeast and northeast quadrants of the state in 2018. Altarum Institute was hired to conduct both outcome process evaluations on the campaign rollout in the eastern half of the state. This poster provides a general overview of the campaign including a brief summary of the formative research, pilot paid media activities, the rollout of Quadrants 1 & 2, process and outcome evaluations of the first two quadrants, as well as future plans.



Figure 1: Map of the pilot and Quadrant 1 counties



FORMATIVE RESEARCH

Formative research began in May 2016 and consisted of 11 focus groups in three counties, and a statewide survey which yielded 860 responses. Data collected was used to determine the motivators, obstacles, and access issues associated with low-income Ohio families with children eating more fruits and vegetables.

PILOT CAMPAIGN

In the fall of 2017 following the formative research and Creative and Position testing, paid marketing materials (advertisements in grocery stores and check cashing facilities, Pandora radio commercials, etc.) were tested in four Ohio Counties. Evaluation consisted of one focus group and 10 phone interviews per county.

CAMPAIGN DESIGN

Name and Icon Development
Creative Agency Fahlgren Mortine was hired in the spring of 2016 to design the SNAP-Ed social marketing campaign’s name and icon. After several rounds of creative development, the name Celebrate Your Plate was selected and the icon was developed-shown below.

Creative and Position Testing
In order to gauge target audience interest in the icon and campaign, Creative and Position testing was held during the summer of 2017. Over 360 interviews were conducted in Athens, Fairfield, Franklin and Ross counties to test the name and design of the campaign. Responses were overwhelmingly positive and the decision was made to proceed with the Celebrate Your Plate name and icon.

CONCLUSIONS

The Celebrate Your Plate social marketing campaign will reinforce nutrition and healthy lifestyle information for SNAP-eligible families with children across the state of Ohio. Through collaborations with partners in SNAC, agencies will be able to present consistent information across many platforms and outlets. Because they will be receiving consistent nutrition information and exposed to similar media at many of their assistance touchpoints in the community, audiences are more likely to adopt a behavioral change and increase their fruit and vegetable consumption.

The SNAP-Ed social marketing campaign began in 2016 with formative research and the hiring of a creative agency: Fahlgren Mortine. The next phase was campaign design: a name and icon were developed for the campaign and evaluated with Creative and Position testing with the target audience. A three-month pilot was conducted in Athens, Fairfield, Franklin, and Ross counties to determine efficacy of paid media strategies. Based on this data, a statewide rollout of paid media began in April 2018. Altarum Institute will conduct a thorough outcome evaluation of changes in fruit and vegetable consumption amongst SNAP-eligible families with children across the state as well as a process evaluation among SNAC partners.

You can learn more about the campaign and find tips, healthy recipes and more at CelebrateYourPlate.org

ACKNOWLEDGEMENTS

The Celebrate Your Plate Team would like to thank all members of Ohio SNAP-Ed and Extension, particularly the SNAP-Ed Program Assistants and Coordinators, SNAP-Ed Regional Program Specialists, and FCS Educators. Without their hard work and valuable community networks and connections, Celebrate Your Plate would not be a success.

We would also like to thank members of the State Nutrition Action Committee including: the Ohio Department of Job and Family Services, Ohio Department of Health, WIC, Ohio Department of Aging, Ohio Department of Education, Expanded Food and Nutrition Education Program (EFNEP) and other community partners including the Mid-Ohio Foodbank and the Ohio Association of Foodbanks.

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SNAP-ED SOCIAL MARKETING TIMELINE, 2016-2019

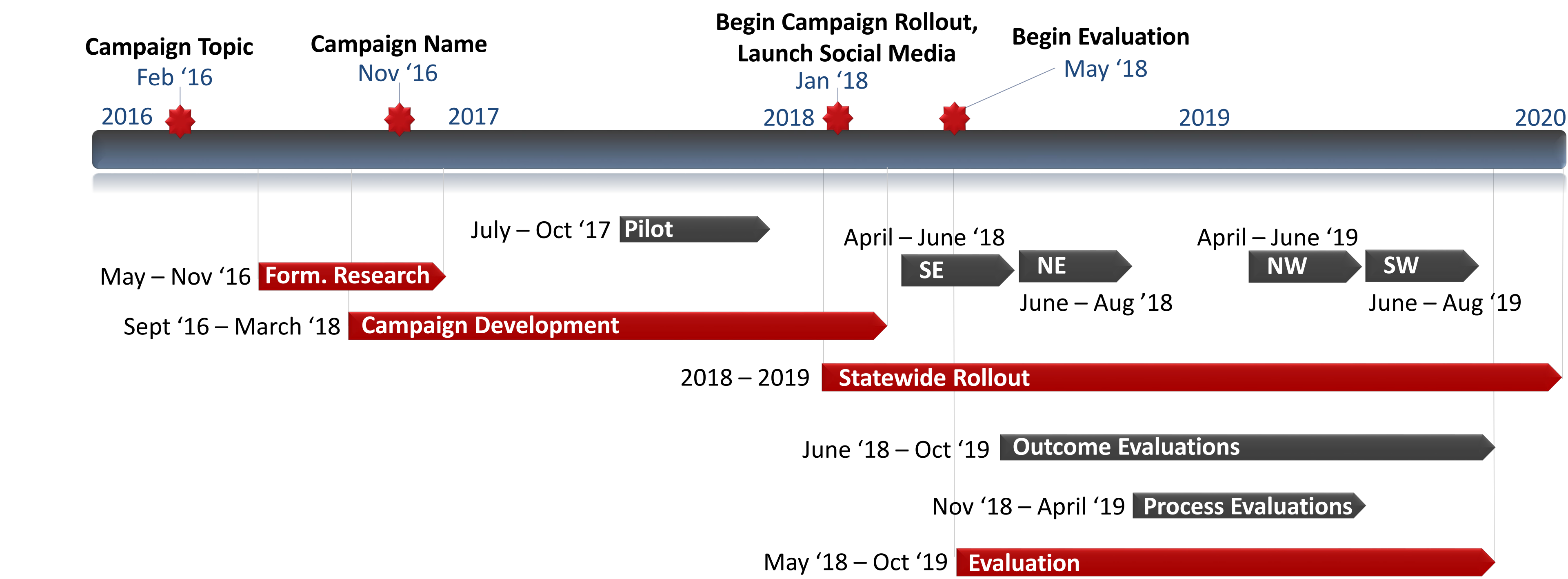


Figure 1: Projected SNAP-Ed social marketing timeline from 2016 – 2019. Formative research and campaign development are described above while statewide rollout and evaluation phases are described below. Past dates listed are accurate but future rollout and evaluation dates are a best estimate and contingent on many factors including budget restraints, media purchasing, and evaluator availability.

STATEWIDE ROLLOUT

While some Celebrate Your Plate materials are currently available (educational enhancements and the CYP website), Celebrate Your Plate paid media will rollout across the state of Ohio in four quadrants of roughly 22 counties each on the following schedule:
Phase 1: SE Quadrant: Spring 2018
Phase 2: NE Quadrant: Summer 2018
Phase 3: NW Quadrant: Spring 2019
Phase 4: SW Quadrant: Summer 2019



EVALUATION

The Altarum Institute was hired to conduct the Celebrate Your Plate evaluations in the fall of 2017. They will conduct an outcome evaluation measuring the success of the campaign (telephone surveys across rollout quadrants) as well as a process evaluation to measure the efficacy of the SNAC partnership on this project (phone interviews with member agencies of SNAC).